

SALES EXCELLENCE

22–24 April 2010



→ PROGRAM FOCUS

Achieving high sales is the aim of every company. This program reviews the latest theories, frameworks, tools, and best practices, thus helping participants to achieve that goal by further developing their sales management skills and excelling in sales performance. Therefore, the Sales Excellence approach is indispensable for every sales expert.

→ YOUR KEY BENEFITS

- Increase sales professionalism by using a “code of practice for systematization”.
- Set the basic course for market development through the right sales strategy.
- Design structures and processes, manage sales people and live the culture in sales.
- Appreciate the importance of customer-related information for professional sales activities.
- Systematically manage the various customer interfaces and business relationships with customers.

→ WHO SHOULD ATTEND?

- Sales professionals who are seeking to enhance their strategic sales skills, and wish to improve their performance.
- Executives who have the responsibility of increasing their companies’ sales.
- Executives on all levels who are interested in taking an in-depth look at all essential facets of sales management.

→ PROGRAM OUTLINE

This program provides a guide for systematic sales management. The approach presented in this program is integrative and covers all essential facets of professional sales management: sales strategy, information management, and customer relationship management.

- Part I: Sales Strategy – Setting the Fundamental Course
- Part II: Sales Management – Designing Structures and Processes, Managing People and Living the Culture
- Part III: Information Management as the Key to Professionalism in Sales
- Part IV: Customer Relationship Management – Staying on the Ball!

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Prof. Dr. Dr. h.c. mult. Christian Homburg

→ PROFESSOR'S VIEW

“Sales Management requires a complex set of skills. Therefore, the Sales Excellence approach is integrative and covers all essential facets of professional sales management. As a practical tool, checklists will be provided, which enable managers to assess companies with regard to the different dimensions of sales professionalism. Not only is the Sales Excellence approach based on a scientific and academic foundation, it has also proven its worth in a wide range of industry sectors.”

→ CERTIFICATE

At the end of the open enrollment program, each participant will be awarded a Mannheim Business School certificate.

→ DATES, DURATION, LOCATION

22–24 April 2010

3 days

Mannheim Business School Campus

→ TUITION FEE

2,900 €

The fee includes VAT, all program material, coffee breaks, lunches and a networking event.

FACULTY SPOTLIGHT

Christian Homburg is Professor of Marketing at the University of Mannheim. His research activities focus on market-oriented management, marketing organization, strategic marketing, customer satisfaction, and customer loyalty. He is Director of the Institute for Market-Oriented Management (IMU), President of Mannheim Business School and Member of the Advisory Board of his consultancy Prof. Homburg & Partner. He has been Professorial Fellow at the Department of Management and Marketing at the University of Melbourne since 2007. In May 2009, the German business newspaper Handelsblatt ranked him by far the best German professor in the field of business administration. Professor Homburg has also won numerous high-ranking academic awards in the USA.

Business experts (e.g.):

→ Dr. Mark Weigelt

(UBS Deutschland, Head Marketing & Communication)

→ Dr. Sven Kühlborn

(Prof. Homburg & Partner, Head Competence Center Chemical Industry)

→ CONTACT US

For further information regarding this program, please e-mail execed@mannheim-business-school.com or phone +49 (0)621 181 37 21. To apply, please download our application form from our website (www.mannheim-business-school.com/downloads).